



Legislation Details (With Text)

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Title: Recommendation to reallocate \$5,000 of funding within the Special Advertising and Promotions Fund Group in the City Manager Department from the current allocation for the Martin Luther King Jr. Day Parade to instead be utilized to provide a donation to Love Beyond Limits for the 2022 Juneteenth Celebration at MLK Jr. Park.

Sponsors: COUNCILWOMAN SUELY SARO, SIXTH DISTRICT

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Date	Ver.	Action By	Action	Result
5/24/2022	1	City Council	approve recommendation	Pass

Recommendation to reallocate \$5,000 of funding within the Special Advertising and Promotions Fund Group in the City Manager Department from the current allocation for the Martin Luther King Jr. Day Parade to instead be utilized to provide a donation to Love Beyond Limits for the 2022 Juneteenth Celebration at MLK Jr. Park.

Love Beyond Limits is hosting the 2022 Juneteenth Celebration at Martin Luther King Jr (MLK Jr.) Park in partnership with Developing Future Leaders. This donation will cover the cost for the venue to host the event at MLK Jr Park and provide supplies and materials for activities.

Juneteenth marks our country’s third Independence Day, as it has been long celebrated by the African-American community. On “Freedom’s Eve”, or the eve of January 1, 1863, enslaved and free African Americans gathered in churches and private homes all across the country awaiting news that the Emancipation Proclamation had taken effect. But even after the stroke of midnight and the prayers were answered as all enslaved people in Confederate States were declared legally free, not everyone in Confederate territory would immediately be free. It was not until June 19th, 1865, when Union soldiers landed at Galveston, Texas with word that the Civil War had ended, that those were now free.

The celebration of Juneteenth (a combination of June and Nineteenth) and what began as a celebration for former slaves and their descendants in Texas, has become a national day of pride in the African - American communities throughout the country. Juneteenth today, celebrates African - American freedom and achievement, while encouraging continuous self-development and respect for all cultures.

Love Beyond Limits is a non-profit organization based in Long Beach, California. Love

Beyond Limits mission is to empower youth and transform children into natural-born leaders ready to take on the world. Through programs that promote and develop self-awareness, self-respect, high self-esteem and independence through academics, health, fitness and spiritually; Love Beyond Limits has continued to give opportunities to youth that allows them to create and mold their own unique experiences. Love Beyond Limits also won the 2019 California Nonprofit of the Year in the 64th Assembly District.

This item was reviewed by Grace H. Yoon on May 19, 2022.

STATEMENT OF URGENCY

This urgent item is being submitted through supplemental agenda to allow for timely funds processing.

The recommendation requests that \$5,000 of funding currently allocated for the Martin Luther King Jr. Day Parade in the Special Advertising and Promotions Fund Group in the City Manager's Office be reallocated to provide a donation to support Love Beyond Limits for the Juneteenth event. Due to the pandemic, the Parade was cancelled for FY 22 and this recommendation utilizes some of this unspent appropriation. Although the reallocation of departmental funds is not a normal source for City Council requested donations to external organizations, it is recommended here due to the unique extenuating situation caused by the pandemic. The recommendation is anticipated to require a minimal level of staff hours beyond the normal budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.

Approve recommendation.

SUELY SARO, COUNCILWOMAN
SIXTH DISTRICT